



Not Just Once

The Bimonthly Newsletter of CMS's National Medicare Mammography Campaign

Volume 5, Issue 4 July-August 2003

WELCOME!

In this issue, we feature national-level efforts to promote breast cancer screening, including plans for National Breast Cancer Awareness Month (page 2). Other stories address state-level and local mammography promotion activities, including outreach projects in Oklahoma (page 3), Tennessee (page 4), and Seattle, Washington (page 5).

This newsletter focuses on the work of the Medicare Mammography Campaign, contractors, and other partners. We are always looking for ideas and stories. For example, what are YOU planning for National Breast Cancer Awareness Month? Please submit your suggestions or articles to Editor Maribeth Fonner at e-mail mfonner@cms.hhs.gov or phone her at (816) 426-6349 (NEW direct line).

Sincerely,

Annette E. Kussmaul, MD, MPH

Medical Officer
Division of Quality Improvement
CMS, Region VII, Kansas City

Sandy Kappert

Director, Division of Health Promotion
CMS, Center for Beneficiary Choices



In this Issue

- | | |
|--|---|
| "Pass the Word"– National Breast Cancer Awareness Month Campaign | 2 |
| Oklahoma's BEST Workgroup Receives Beneficiary Services Certificate of Merit | 3 |
| National Strategic Planning Effort in Progress | 3 |
| Bells for Remembrance Rang Across Tennessee on Mother's Day 2003 | 4 |
| Latina Health Fair In Seattle a Success | 5 |
| Take a Loved One to the Doctor Day is September 16, 2003 | 6 |
| RO Mammography Coordinators | 7 |
| CMS/NCI Mammography Materials Order Form | 8 |

“Pass the Word” – National Breast Cancer Awareness Month Campaign

-Susan Nathanson, PhD

In 2003, the Board of Sponsors of National Breast Cancer Awareness Month (NBCAM) determined that the importance of early detection of breast cancer has not diminished, but in fact has increased with the new and progressive approaches available for treating breast cancer, especially in the early stages of the disease. If detected early, the chance of benefiting from new treatments is heightened and survival is more likely.

According to new guidelines issued by the American Cancer Society (ACS) in the spring of 2003, the basic screening recommendations remain unchanged. Women are still advised to get a mammogram every year, starting at age 40. The new guidelines put more emphasis on educating women, especially those at increased risk for breast cancer, about the benefits and limits of mammography and other screening methods. The ACS recommended more individualized guidance for women at higher than average risk of breast cancer. The new guidelines also indicate that a woman should continue to get screened for breast cancer as long as her health permits and regardless of her age. (For more, go to www.nbcam.org or www.cancer.org)

The October campaign for NBCAM will focus on getting the important messages about early detection to the public in a campaign entitled “Pass the Word.” We will accomplish

this through a media campaign that includes public service announcements, radio events, and newspaper and magazine articles that focus on the importance of early detection through mammography screening. In addition, women will be reminded that clinical breast exams (CBE) should be part of a periodic health exam every year for women age 40 and older. According to the ACS, breast self-examination (BSE) is an option for women beginning in their 20’s; women should have knowledge of how their breasts normally feel and report any breast change promptly to their health care provider.

NBCAM will continue to focus on the medically underserved, minority, and elderly women. Research shows that these groups are the least likely to get the messages about mammography screening, or know about the availability of screening for eligible women if financial issues are a problem. Older women frequently do not know that, because the incidence of breast cancer increases significantly in women over 60 years of age, mammography screening is especially important for them.

We are asking program leaders and our Board of Sponsors, to “Pass the Word” to their constituencies about the importance of a triad of behaviors in detecting breast cancer in its early stages. The triad includes mammography screening, CBE by a health care provider, and BSE as a means of detecting any change in the breast, which should be reported

to one’s health care provider. The website www.nbcam.org will have ways in provide resources through which users can a) send a message via e-mail to five special people in their lives, encouraging those five to send the message on; b) send an electronic greeting card to their mothers and loved ones; or, c) conduct a special event or program that addresses issues about detecting breast cancer early and eligibility for mammography screening.

A template opinion/editorial piece, entitled “letter to Mom,” will also be available on line at www.nbcam.org for individuals or groups to use in place of the website communications. Such a letter could be sent to local and/or rural newspapers for placement during the month of October. This would serve as a vehicle for those who may not have access to a computer to deliver the same message to “Pass the Word” to others about the importance of mammography screening, CBE, and BSE.

Plans are underway to initiate a small study to determine if NBCAM messages are motivating eligible women to seek mammography screening. We are particularly interested in determining whether there is an increase in women over 60 years of age obtaining screening as a result of NBCAM messages they receive during October, irrespective of the source.

Word of mouth is a powerful way to “Pass the Word” to the women you

continued on page 6

Oklahoma's BEST Workgroup Receives Beneficiary Services Certificate of Merit

-Aggie Busby

During the 2003 National Customer Service Conference in Scottsdale, Arizona, the Centers for Medicare & Medicaid Services (CMS) presented the 2003 Beneficiary Services Certificate of Merit awards. The special luncheon ceremony was held on June 25, 2003. These commendations were awarded to the individuals or groups who were nominated by their peers for excellent and innovative work on behalf of beneficiaries in the Medicare, Medicaid, or State Children's Health Insurance Programs. The Oklahoma Foundation for Medical Quality (OFMQ) was selected to receive this award for identifying and addressing unique opportunities for

mammography awareness and promotion among Oklahoma's hard-to-reach populations.

OFMQ and its partners, known as the BEST (Breast Health Education Starts Today) Workgroup, joined together to increase breast health and breast cancer awareness for the minority and underserved populations in Oklahoma through its annual "Mother's Day Bells for Remembrance" project. Some of OFMQ's partners include the Cancer Information Service, Mercy Parish Outreach, Oklahoma State Medical Association, American Cancer Society, Indian Health Care Resource Center, Indian Health Services, Witness Project, Mary Mahoney Memorial Health Center, Take Charge! Oklahoma's Breast and Cervical Cancer

Program, Project Woman Coalition, Mercy Health Center Outreach, Oklahoma Parish Nurses Network, Area Health Education Centers, Blue Cross Blue Shield, OK Medicare Services-Part B, Breast Screening Center, the Latino Community Development Agency—Clinica De La Mujer Latina, Oklahoma Breast Care Center, OU Physicians, and Sisters Who Care. The BEST Workgroup is also the recipient of the Governor's Commendation award for Quality Oklahoma Team Day 2002 for the "Physician's Mammography Toolkit."

Ms. Busby is a Project Coordinator for the Medicare National Breast Cancer Project and the Medicare Stop Smoking Project at the Oklahoma Foundation for Medical Quality in Oklahoma City, OK.

National Strategic Planning Effort in Process

Since 1997, the National Cancer Institute (NCI) and the Centers for Medicare & Medicaid Services have partnered together to promote screening mammography. As a part of these joint activities, NCI's Office of Education & Special Initiatives is leading a strategic planning effort. This will address which populations need to be targeted and how to reach them. A draft strategic plan is being written and will be circulated for comment.

Experts will be invited to discuss the document at an in-person meeting during the Fall. More to come in future issues of the *Not Just Once Newsletter*.

Bells for Remembrance Rang Across Tennessee on Mother's Day 2003

-Roberta Esmond, MPH

Two hundred thirty-two churches and community partners in 51 counties across Tennessee rang their bells this Mother's Day as part of the statewide Bells for Remembrance campaign, sponsored by Tennessee's Quality Improvement Organization (QIO), QSource, Center for Healthcare Quality.

The special event encourages churches, synagogues, civic organizations and individuals to ring a bell on Mother's Day as a tribute to breast cancer survivors, victims, and their families. Breast cancer is the second leading cause of cancer death in women in the United States, and the risk of developing it increases with age.

Bells for Remembrance encourages women to practice good breast health by having an annual mammogram, clinical breast exam and performing monthly breast self-exams. The goal of the event is to increase breast cancer awareness, and assure that women are informed about the resources within their community for information, screening, treatment and support.

Several QIOs sponsor a "Bells" program, but Tennessee's is unique, in that the materials for the event are assembled in one copy-ready packet. This allows participants to customize their presentations and take ownership of the final product while maintaining the cohesive look and feel of a united campaign. The campaign and reproducible items each include the campaign logo and color scheme

for easy identification by the public and participants. The Tennessee *Bells for Remembrance* program also incorporates a community theme that provides press releases, posters, and other community-based educational messages to promote the event. By developing a cross-functional product, QSource was instrumental in obtaining media impressions in 27 markets that consisted of both print and electronic media.

Bells volunteers were extremely enthusiastic about the new design and the opportunity to share life-saving information.

Ms. Esmond is a Community Quality Improvement Specialist with QSource, Center for Healthcare Quality in Memphis, TN.



Latina Health Fair in Seattle a Success!

-Lucy Matos, BA

As part of the National Medicare Mammography Campaign, the Seattle Regional Office of the Centers for Medicare & Medicaid Services (CMS) partnered with multiple healthcare organizations and providers in the King County area to address the health issues of Hispanic/Latina women.

On Saturday, May 17, 2003, CMS Beneficiary Services branch and Medicaid team members participated in the first annual Latina Health Fair, which was sponsored by the Washington Health Foundation at El Centro de la Raza in Seattle, Washington. The Regional Office provided 5000 black and white fliers announcing that screening mammograms would be performed at the fair. The planning committee members distributed the

fliers. In addition, CMS sent public service announcements to local Hispanic/Latino newspapers.

During the Latina Health Fair, community health centers, hospitals and other health providers joined resources to encourage women to receive preventive and screening services, addressing the health issues of this vulnerable population. These partners provided free direct health services, such as pap tests and pelvic exams, mammograms, pregnancy testing, diabetes testing and HIV testing to approximately 300 individuals.

During the weeks before, the Community Health Access Program (CHAP) scheduled a total of 48 women to receive health exams at the Latina Health Fair. Half of these women

received screening mammography at the fair. The remaining 24 women were scheduled to receive mammograms at a community-based clinic near their homes.

The success of the women's health fair was primarily due to the availability of Spanish interpreters. These were provided by the Washington Health Foundation. In addition to the health services, we also provided great food, lively entertainment and child care activities for families. It is very apparent that there is a tremendous need for basic health and screening services within the Latino community in Seattle.

Ms. Matos is a Health Insurance Specialist with the Division of Medicare Operations, Beneficiary Services Branch, in CMS's Seattle Regional Office. She is a Mammography Coordinator for Region X.

Take a Loved One to the Doctor Day is September 16, 2003

"Take A Loved One to the Doctor Day" encourages individuals to take charge of their health by visiting a health professional, making an appointment for a visit, attending a health event in the community, or helping a friend, neighbor, or family member do the same. "Take a Loved One to the Doctor Day" is the third Tuesday of each September; this year, the event is scheduled for September 16.

"Take a Loved One to the Doctor Day" is a partnership of the Department of Health & Human Services (HHS), ABC Radio, and many national and local organizations. National radio personality Tom Joyner is chairing the effort for the second year. This partnership was created to inform and educate communities of color about the health gap and empower individuals to adopt healthier lifestyles, and obtain access to health care.

"Take a Loved One to the Doctor Day" is part of a national campaign that aims to close the health gap between the health of communities of color and the general population. This supports HHS's efforts to eliminate racial and ethnic health disparities and the goals of Healthy People 2010, the nation's agenda for improving public health. It also advances the HHS "Steps to a Healthier U.S." program and the President's Healthier U.S. Initiative, which aim to provide the public with the health information it needs to live healthier lives.

Many organizations and communities are sponsoring health events on September 16. Some communities will have health events or screenings, others will have health centers ready to take new patients on that day.

For more information about "Take a Loved One to the Doctor Day," visit the website at www.healthgap.omhrc.gov/drday.htm or call 1-800-444-6472. The website includes links to an on-line toolkit to help organize local events.

This story was adapted from the "Take A Loved One to the Doctor Day" consumer webpage: www.healthgap.omhrc.gov/consumer.htm

"Pass the Word"... continued from page 2

care most about. We should continue to communicate the importance of breast cancer awareness and early detection to the women in our lives.

Dr. Nathanson is the national coordinator for National Breast Cancer Awareness Month.

To read back issues of the **Not Just Once** Newsletter, please visit the website: www.cms.gov/preventiveservices/1a.asp



CMS's Regional Mammography Coordinators

CMS's Regional Mammography Coordinators are a wonderful resource for partners working on breast cancer projects focusing on older women. We encourage you to make contact with our coordinators listed below and learn more about how we can be of assistance to you.

Monica Henderson or
Peter MacKenzie
CMS Region I
John F. Kennedy Bldg., #2375
Boston, MA 02203
(617) 565-1269 or 4857
mhenderson1@cms.hhs.gov or
pmackenzie@cms.hhs.gov

Norma Harris or
Iris Bermudez
CMS Region II
26 Federal Plaza, Room 3811
New York, NY 10278-0063
(212) 264-3720 or 1023
nharris@cms.hhs.gov or
ibermudez@cms.hhs.gov

Pat Lowry or
Debbie Feierman
CMS Region III
The Public Ledger Building
Suite 216
Philadelphia, PA 19106
(215) 861-4295 or 4297
plowry@cms.hhs.gov or
dfeierman@cms.hhs.gov

Brenda Cousar
CMS Region IV
Atlanta Federal Center
61 Forsyth Street, Suite 4T20
Atlanta, GA 30303
(404) 562-7223
bcousar@cms.hhs.gov

Rita Wilson
CMS Region V
233 N. Michigan Avenue, Suite 600
Chicago, IL 60601
(312) 886-5213
rwilson2@cms.hhs.gov

Annette Robles
CMS Region VI
1301 Young Street, #833
Dallas, TX 75202-4348
(214) 767-6448
arobles@cms.hhs.gov

Natalie Myers or
Mary Jane Hamilton
CMS Region VII
601 E. 12th Street, Room 242
Kansas City, MO 64106-2808
(816) 426-6317, x3419
nmyers@cms.hhs.gov or
mhamilton1@cms.hhs.gov

Mary Munoz or
Dawn Finnell
CMS Region VIII
Colorado State Bank Building
1600 Broadway, Suite 700
Denver, CO 80202-4367
(303) 844-5737 or 2642
mmunoz@cms.hhs.gov or
dfinnell@cms.hhs.gov

Shirley Bordelon or
Rod Haynes
CMS Region IX
75 Hawthorne Street
San Francisco, CA 95105
(415) 744-3613 or 3780
sbordelon@cms.hhs.gov or
rhaynes@cms.hhs.gov

Margaret Medley or
Lucy Matos
CMS Region X
2201 Sixth Avenue, RX-44
Seattle, WA 98121-2500
(206) 615-2355 or 2327
mmedley@cms.hhs.gov or
lmatos@cms.hhs.gov



Order Form - *Mammograms* NCI / CMS Materials



Name:		Fax:		
Organization & Shipping Address (no P.O. boxes):		Phone:		
		Email:		
City:	State:	Zip Code:		
Title & Contents Description	Language	Inventory Number	Size	Quantity
Mammograms... Not Just Once, But for a Lifetime Large-print, easy to read brochure that defines mammography, describes who needs to be screened, and Medicare information. (maximum order 5000)	English Spanish	H496 H497	8½ x 11	
Mammograms for Older Women Poster Includes slogan with Medicare information. A poster featuring an older woman, available for display in health care settings. (minimum order: 20, maximum 5000)	English Spanish	G500 G501	11 x 17	
Mammograms for Older Women Bookmark Includes slogan with Medicare information. Bookmark features an older woman with facts in breast cancer, mammography, and Medicare coverage. (maximum order 5000)	English Spanish	Z498 Z499	2 x 8	
Ad Slicks Camera-ready ads in a variety of sizes featuring older women. Includes slogan with Medicare information.	English	C135		
Knowledge & Behavior of Women Ages 65 and Older on Mammography Screening & Medicare (Limited quantities available) 25-page bound report with findings from a telephone survey conducted in Spring of 1999. Also available at: http://newscenter.cancer.gov/pressreleases/hcfarpt.pdf	English	T162		
Breast & Cervical Cancer Programs in Your Community: A Guide for Outreach, Screening, and Follow-up Care This 205-page guide addresses program planning; establishing partnerships; outreach and education; coordination of screening, diagnostic, and treatment services; payment and health care delivery systems and more.	English	T408		
Mammogram Reminder Pad **UPDATED** A pad for clinicians with fifty-tear off fact sheets on mammograms to give to patients. Includes NCI's screening recommendations, Medicare mammography coverage, and sticker for patients' calendars reminding them of their appointment.	English	Z448		
"Do it for yourself, Do it for your family" ** NEW ** Asian American and Pacific Islander (AAPI) women have the lowest mammography screening rates of major ethnic groups in the US. Breast cancer is the most common type of cancer for Chinese women, the second most common for Vietnamese women, and the leading cause of death for Filipina women living in the US. These brochures are written in three Asian languages and in English to inform AAPI women about the benefits of mammography, NCI screening recommendations and Medicare coverage	English Chinese Vietnamese Tagalog	P048 P082 P089 P141		

Mail order form to:
National Cancer Institute
P.O. Box 24128
Baltimore, MD 21227

OR

Fax order form to:
410-646-3117

If receipt of your order is not confirmed the same day by fax or email, please re-send.

Orders take 7-10 days to process and deliver via UPS.

Call Dawn Brown in the Distribution Center at 410-644-6538 for questions.